

# Creating A Climate For Change

Christina A. Roberto, PhD  
RWJF Health & Society Scholar  
Harvard School of Public Health



The Greater Brockton  
Community Health Network  
Area (CHNA 22) Serving the Communities of:  
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## Case Study: NYC Sugary Drink Portion Limit

The New York Times

N.Y. / Region

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION  
AUTOS



New York Plans to Ban Sale of Big Sizes of Sugary Drinks



Mayor Michael R. Bloomberg on Wednesday with Linda I. Gibbs, deputy mayor for health, as he discussed a plan to ban large sugary beverages. Next to each soda is the amount of sugar in it.

By MICHAEL M. GRYNBAUM  
Published: May 30, 2012 | 1426 Comments

New York City plans to enact a far-reaching ban on the sale of large sodas and other sugary drinks at restaurants, movie theaters and street carts, in the most ambitious effort yet by the [Bloomberg](#) administration to combat rising obesity.

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## Communication Tools

- How To Frame A Policy?
  - Beverage Industry vs. Public Health
- Public Hearing
  - Spoken/Written Testimony
- Meeting with Policy Makers
- Preparing Policy Briefs
- Talking with the Media
- Writing Op-Eds
- Websites
- Social Media



## Choosing Language Carefully

FOR IMMEDIATE RELEASE  
PR- 326-12  
September 13, 2012

**MAYOR BLOOMBERG, DEPUTY MAYOR GIBBS, HEALTH COMMISSIONER FARLEY AND BRUCE RATNER ANNOUNCE BARCLAYS CENTER WILL VOLUNTARILY ADOPT REGULATIONS TO LIMIT SIZE OF SUGARY BEVERAGES**

*New York City Board of Health Today Voted to Enact the Administration's Proposal To Limit Size of Sugary Beverages Sold in Food Service Establishments*

*New Barclays Center, Home of the Brooklyn Nets, Decides to Voluntarily Adopt City's Sugary Beverage Plan Six Months Ahead of Requirement; First Major Venue in City to Comply*

Mayor Michael R. Bloomberg, Deputy Mayor for Health and Human Services Linda I. Gibbs, Health Commissioner Thomas A. Farley and Chairman and CEO of Forest City Ratner Bruce Ratner today announced that the Barclays Center – the new home of the Brooklyn Nets – will voluntarily adopt the new regulations on the sale of sugary beverages adopted by the New York City Board of Health today. The Barclays Center, which will open next week, will be the first major venue in the city to voluntarily comply with the new regulations. Earlier today, the New York City Board of Health passed the Administration's proposal to limit the size of sugary beverages sold in food service establishments to 16 ounces in order to combat the growing obesity epidemic that is taking the lives of 6,000 New Yorkers every year. The proposal passed the board with eight votes in favor and one abstention. The new

*"New York City Board of Health Today Voted to Enact the Administration's Proposal to Limit Size of Sugary Beverages Sold in Food Service Establishments"*

# Beverage Industry Response

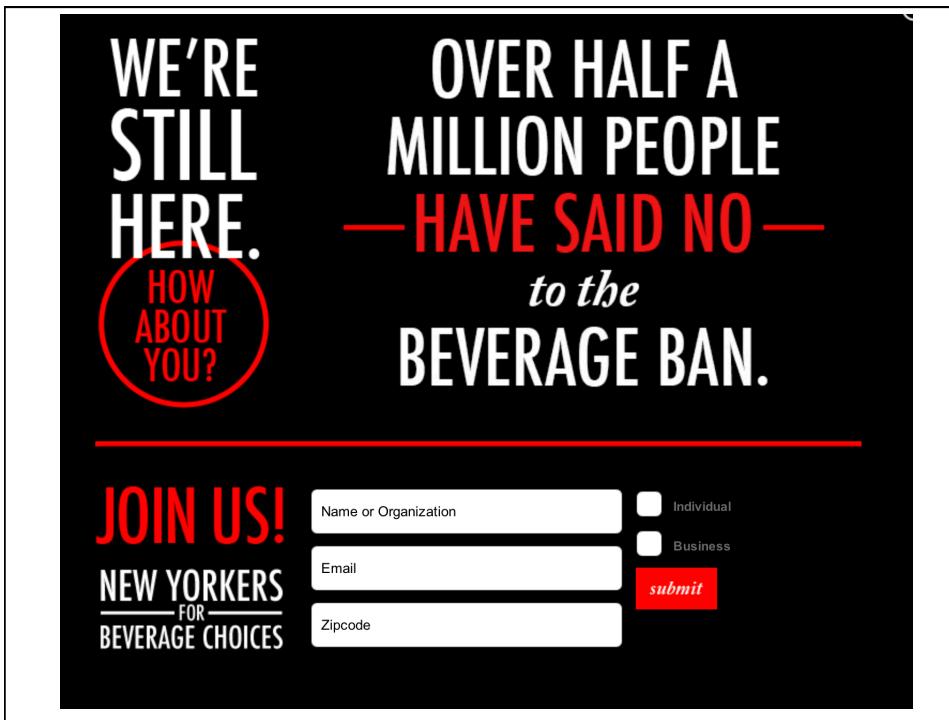
The screenshot shows the homepage of the New Yorkers for Beverage Choices website. At the top left, there's a logo with the text "NEW YORKERS FOR BEVERAGE CHOICES" and a circular button with "WHAT'S NEXT?". To the right of the logo is a collage of three portraits: a man with a beard, a Black man, and a woman. Below the header, a main headline reads: "New Yorkers for Beverage Choices continues to reject the beverage ban in New York City! Join us." A red box on the right displays two counts: "2,409 COALITION MEMBERS TO DATE" and "512,914 SUPPORTERS TO DATE". At the bottom, a call-to-action button says "Join now". Red arrows point from several specific elements on the page to the right, highlighting them.

home / who we are / the facts / news / join us / the latest / Write Your Council Member / en español

New Yorkers for Beverage Choices continues to reject the beverage ban in New York City! Join us.

2,409 COALITION MEMBERS TO DATE  
512,914 SUPPORTERS TO DATE

Join now



## Leverage Social Norms & Comparisons

26 Sep 2012  
**New Yorkers for Beverage Choices Reaches 300,000 Members**

NEW YORK (September 24, 2012) – New Yorkers for Beverage Choices continues to gain strength in numbers, increasing to more than 300,000 coalition members. More than 50,000 New Yorkers have registered their opposition by joining the coalition since the September 13 Board of Health vote that imposed restrictions on the size of soft drinks permitted to be sold in certain city business establishments.

"This isn't a game of chicken," said Liz Berman, chairwoman of New Yorkers for Beverage Choices. "We aren't jumping out of the way just because the Board of Health rubber-stamped the Mayor's ban on soft drinks. In growing numbers, New Yorkers are standing up for small businesses in the city that will be harmed by this arbitrary policy that puts them at a competitive disadvantage."

New Yorkers for Beverage Choices continues to fight for small business owners and New Yorkers that oppose the ban, and will not abandon these efforts. By joining New Yorkers for Beverage Choices, New York City business owners and residents can still voice their opposition.

"This restriction on choice has passed, but not with the support of New Yorkers," said Eliot Hoff, spokesperson for New Yorkers for Beverage Choices. "We are still looking into every option to ensure that this ban does not go into effect in March."

31 Aug 2012

### Opposition to Proposed Beverage Ban Continues to Grow

NEW YORK, Aug. 31, 2012 /PRNewswire-USNewswire/ — New Yorkers for Beverage Choices today announced that more than 200,000 New Yorkers have joined the coalition in opposition to the proposed size restrictions on sugar-sweetened beverages, such as soda, juice drinks, teas, sports drinks and flavored waters.

"This proposal to restrict choice is likely to pass, but it won't pass with the support of New Yorkers," Eliot Hoff, spokesperson for New Yorkers for Beverage Choices said. "We proudly stand as more than 200,000 New Yorkers to highlight the inequitable and arbitrary nature of the proposed 'soda ban.'"

As the New York City Board of Health's final ruling on September 13 quickly approaches, New Yorkers are speaking out against the ban in larger numbers than ever before. According to a **recent poll** conducted by *The New York Times*, sixty percent of New Yorkers believe that the ban on sugar-sweetened beverages is a "bad idea" with a majority of those surveyed responding that the ban infringes on people's freedom of choice.

New Yorkers for Beverage Choices is continuing to engage individuals and businesses throughout the city to voice their opposition to the proposed ban and is ensuring those voices are heard by both Mayor Bloomberg and his Board of Health. More than 2,003 businesses and 201,420 individual supporters have joined the coalition since its inception.

"What we need in New York are sensible solutions to the obesity issue that focus on a comprehensive approach to tackle an extremely complex problem," Hoff said. "New Yorkers are smart enough to decide for themselves what to eat and drink."

22 Aug 2012

### Most New Yorkers Oppose Mayor's Soda Ban

"The big-soda ban is losing some of its fizz.

Three weeks before a Board of Health vote on the proposal, New Yorkers are cool to Mayor Michael R. Bloomberg's plan to prohibit sales of large sugary drinks in city restaurants, stadiums and movie theaters, according to a new poll by *The New York Times*.

Six in 10 residents said the mayor's soda plan was a bad idea, compared with 36 percent who called it a good idea. A majority in every borough was opposed, although Bronx and Queens residents were more likely than Manhattanites to say the plan was a bad idea. [Read more here...](#)

## Getting the Word Out

*Join now*

- Create effective website
- Make it easy to join the cause
- Have a social media plan

Name or Organization

Email

Zipcode

Telephone (optional)

Individual    Business

**submit**

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*Share*

*Tweets*

Like our Facebook page if you #opposestheban!  
#stopstheban #scdban #nyc  
<http://t.co/79NeNuPr>

## A Few Key Messages

*Who We Are*

New Yorkers for Beverage Choices is made up of individuals, businesses, and community organizations—and we are growing in numbers! We believe New York City residents and visitors should have the right to buy beverages in any size they choose.

100 Eight Ave Food  
103 Deli  
1030 Food Court  
105 Deli Deli  
105th Deli and Grocery  
106 Gourmet Organic  
10th Ave. Food Depot Inc.  
110th West End Super  
111 Deli Grocery  
117th Nabil

- Local movement
- Everyone is part of it
- Preserve freedom

## Identify & Refute Opposition Arguments

### Are sugar-sweetened beverages the cause of obesity?

No, calories from all foods count. From 1999 to 2010, full-calorie soda sales declined 12.5% while obesity rates went up. According to the CDC, added sugars consumed from sugar sweetened beverages are down 39% thanks in part to more low- and zero-calorie choices. Restrictions that target a specific size of beverage will do nothing to change behaviors or teach people about a healthy lifestyle. Only education, diet and exercise can do that.

1. Clear answer + succinct explanation: "No"  
Yes, soda is the single greatest source of sugar in the American diet
2. Effective use of statistics/research  
Obesity is costing America \$2 billion annually in medical costs & lost productivity
3. Call into question effectiveness of the policy  
According to researchers at Harvard, if soda was eliminated, it would reduce half the obesity epidemic
4. Provide preferred solution  
The city's proposal won't by itself solve the obesity epidemic, but it would certainly help and send a signal to cities and counties around the country to take action – M. Jacobson, CSPI

## Effective Messages: Public Testimony

## Refuting the “Nanny” State Argument

*Dan Halloran, NYC Council Member*

*They came for the cigarettes; I didn't say anything, I didn't smoke. When they came for the MSG, I really didn't care because I didn't order it very often. I am not a big salt eater, so I didn't mind when you guys regulated salt. What will the government be selling me next: What time to go to bed? How big my steak should be? How many potato chips I could have?*

## Refuting the “Nanny” State Argument

*Sherrick Anns, Policy Analyst, Manhattan Borough President's Office*

*Today we are taking one small step. But it is just that, a step. Let's be clear. Nothing is being banned here today. If New Yorkers want to consume more than 16 ounces of sugar-sweetened beverages, there are many avenues for them to purchase these drinks. This is not a way of taking away people's rights. It is about placing a sensible limit on a portion size of a substance shown to have no nutritional value and that poses a serious threat to health.*

## Using Effective Analogies & Anecdotes

**Dan Halloran, NYC Council Member**

*We aren't banning the size of cups of beer 16 ounces and greater despite the fact that alcohol has serious debilitating effects. It begs the question why? And this very same body recommended further decriminalization of the possession of drugs like marijuana, but Coca-Cola is the great risk for the health of New Yorkers?*

## Million Big Gulp March to protest proposed NYC soda ban

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(CBS News) A group of angry citizens are scheduled to protest Mayor Michael Bloomberg's proposed soda ban on Monday.

[NYC ban on big sodas could face legal test](#)  
[Bloomberg soda ban: Board of Health eyes popcorn and milkshakes](#)  
[Foes hit "Nanny" Bloomberg over sugary drink plan](#)

At least 500 protesters are expected to take part at the "Million Big Gulp March" at City Park Hall starting at 4:30 p.m, according to NYC Liberty HQ spokesman Zach Huff. Working Family Party councilwoman Letitia James and city councilman and Republican nominee for the U.S. House of Representatives

## Draw Powerful Comparisons

**David Jones, Community Service Society**

*Finally, the reason I decided to come here, I have been deeply offended by what the beverage industry has tried to do here. They have not admitted that the real factor here is economics. If you can sell liquids that have no nutritional value, that are sugar water, particularly targeted to adolescents who haven't really matured to understand the long-term impacts. This is like found money. It is not quite as good as selling drugs, but pretty close. Then they have the sort of audacity to equate this whole process to what they describe as the Million Big Gulp March, an effort that was made to protect particularly black young people and black men. To suddenly make a sham of that, to equate civil rights and the struggle that is occurring in poor neighborhoods, particularly for the young, to this right to sell non-nutritional substances to young people is an outrage that has to be fought.*

## Preempt Arguments Against

**Kelly Brownell, PhD, Yale University**

*The industry wages a number of consistent and very predictable arguments about this, all of the same arguments that were offered by the tobacco industry when they were fighting policy as well.*

*The industry will set up groups and give them wholesome sounding names, New Yorkers for Beverage Choices, whatever it may be. It is like Californians for Smokers' Rights, industry front groups that look like consumer uprisings when in fact they are not.*

*The second issue is why pick on soda. The companies that sell it say, you are unfairly singling us out, even discriminating against us. Well, these beverages are the single greatest source of added sugar in the American diet. They are completely empty calories. A Twinkie or a Cheeto has at least a little nutrition. These beverages have none.*

## Refute Arguments

**Walter Willett, MD, Harvard School of Public Health**

*You have heard from some speakers here that the identification of soda is arbitrary; it is not dangerous and this is all a distraction. But I would convey to you that soda is indeed the right target. It is dangerous. It is not the only target, but it is by far the single most important target. This is true for several reasons....*

## Summary Communication Strategies

- Think carefully about your message
  - Stick to a few important, powerful points
  - Strong, clear arguments
  - Be ready to refute the nanny state argument
- Choose language wisely
- Identify opposition arguments early
- Preempt arguments
- Use easy to understand statistics from trusted sources
- Use powerful analogies & personal anecdotes
- Create web/social media presence
- Emphasis connection to the community
- Gain support for your cause with social norms info

## New York City Approves Ban on Large Sodas

Soft drink ban will go into effect in six months

By JASON KOEBLER

September 13, 2012 | [RSS Feed](#) | [Print](#)



Earlier this week, Mountain Dew posted ads protesting the New York City ban on large sodas.

New York City Mayor Michael Bloomberg got his wish: The city's board of health voted to ban sugary drinks larger than 16 ounces Thursday.

## New York City's sugary drink limits: What's next?

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New York City Mayor Michael Bloomberg, right, speaks while Health Commissioner Thomas Farley looks on at a news conference Thursday Sept. 13, 2012. The city's Board of Health voted 8-0 with one abstention to set a limit of 16-ounces on sugar-sweetened beverages served at New York City restaurants, movie theaters and sports venues. / AP

